



LOWESTOFT

Sponsorship Pack

**Partner with us &
Back the Trawlerboys**

Inside:

- Club story
- Team spotlights
- 2026-2027 plans
- Community partnerships
- Sponsorship opportunities



A black and white portrait of a man with a beard and glasses, wearing a dark jacket and a scarf. A large blue stylized 'T' logo is overlaid on the left side of the image. The name 'Iain Small' is written in a white cursive font inside the top curve of the 'T'.

Iain Small

CHAIRMAN'S VISION

We are proud of our history, excited by our positive change of direction, and ready to move Lowestoft Town forward with the community supporting us.

A CLUB MOVING FORWARD



Lowestoft Town Football Club has been part of the town's story for 140 years. Generations of players, supporters, volunteers, families and local businesses have helped shape the club into something that means more than football.

Today, the club is entering an exciting new chapter. The men's team continues to represent Lowestoft at senior level, while the Ladies' team have created real momentum after being crowned champions of the Norfolk Women and Girls' League following an unbeaten season.

CHAIRMAN'S WELCOME

I am proud of the history of Lowestoft Town Football Club, but I am even more focused on what comes next. We have a loyal community, a committed team behind the scenes and a clear opportunity to move the club forward. To do that, we need the support of businesses and partners who believe in the value of local football, community pride and shared progress.

140

Years of history

10,000+

Visitors per season

BACK THE TRAWLERBOYS. MOVE US FORWARD.



WHY PARTNER WITH LOWESTOFT TOWN?

01 - GROW AWARENESS

Put your brand in front of supporters, visitors, families and online audiences throughout the season.

02 - INCREASE VISIBILITY

Build recognition through stadium advertising, matchday content, social media and club communications.

03 - BUILD YOUR NETWORK

Connect with supporters, sponsors and like-minded businesses through football, hospitality and events.

04 - HOST CLIENTS

Bring clients and partners to a matchday experience with food, football and a local atmosphere.

05 - REWARD STAFF

Use tickets, hospitality and club experiences to thank, motivate and bring your team together.

06 - CREATE GOODWILL

Show customers that your business supports local sport, local people and the wider community.



Headline Partnerships



Headline partnerships are for businesses that want to make a major statement. These opportunities place your brand at the heart of Lowestoft Town FC, creating a strong, long-term association with the club, the ground and the supporters who back it week after week.

- Stadium naming rights
- Grandstand sponsorship
- Brand visibility on the main stadium entrance
- High-profile matchday presence & seating
- Headline kit sponsorship
- Comms & social sponsorship
- Association with a historic football club
- Long-term community relationships

Get in touch

Email: sales@lowestofttownfc.co.uk
Phone: 07780 708848

Kit & Team Partnerships



Kit and team sponsorship is for businesses that want their brand close to the players, the action and the moments supporters remember. This sponsor appears in matchday photography, warm-ups, social media posts, press images and moments shared by the club and supporters.

- Brand placement on first team shirts
- Brand placement on the back of team shirts
- Shirt sleeve advertising
- Shorts sponsorship
- Logo placement on tracksuits
- Logo placement on travel kit
- Logo placement on warm-up tops
- Training kit partner opportunity across two seasons
- Visibility at home and away fixtures
- Exposure through matchday photography, video, social media and press coverage

Get in touch

Email: sales@lowestofttownfc.co.uk
Phone: 07780 708848

Matchday Partnerships



Matchday visibility is for businesses that want regular exposure in front of supporters throughout the season.

These options place a sponsor's brand directly into the supporter environment through pitchside boards, dugouts and printed matchday materials.

- Matchday sponsorship
- Player of the match sponsor
- Match ball sponsorship
- Pitchside advertising board at the ground
- Prime visual exposure to matchday visitors
- Visibility in the stadium environment across the season
- Dugout sponsorship
- Brand placement in a central pitch-facing location
- Quarter-page or half-page advert options

Get in touch

Email: sales@lowestofttownfc.co.uk
Phone: 07780 708848

Hospitality Partnerships



Hospitality and matchday experiences are for businesses that want to entertain, reward and connect through live football. These packages are useful for client hosting, bar sponsorship, staff rewards, networking and creating a memorable matchday association with Lowestoft Town FC.

- Match hospitality opportunities
- Ability to bring clients to a match
- Bar sponsorship opportunities
- Food and refreshment discounts as part of the matchday experience
- Use of the social club for events
- Match tickets for staff/guests
- Staff reward and incentive opportunities
- Client entertainment in a local football setting
- Networking with supporters, sponsors and local businesses

Get in touch

Email: sales@lowestofttownfc.co.uk
Phone: 07780 708848

Community Partnerships



Community partnerships are for businesses that want their support to mean more than advertising. This route is less about one advertising asset and more about building goodwill, showing local pride and supporting football in the community.

- Association with a historic club
- Media content campaigns
- Community outreach partnership for local business & charities
- Customer goodwill from backing local sport
- Positive brand association with the town and region
- Opportunity to support the club beyond matchday advertising
- Potential alignment with the Ladies' team and wider club progress
- A more values-led/mission-led sponsorship route

Get in touch

Email: sales@lowestofttownfc.co.uk
Phone: 07780 708848

Tailored Partnerships

Tailored partnerships are for businesses that want a package shaped around their specific goals. Instead of choosing one fixed option, sponsors can combine exposure, hospitality, social media, matchday visibility or community support into a package that suits their organisation.

- Bespoke sponsorship packages
- Ability to combine multiple sponsorship assets
- Social media promotion through club channels
- Flexible, goal-based approach to sponsor goals
- Options shaped around brand awareness, hospitality, community, or team sponsorship
- Suitable for different budgets and objectives
- Direct discussion with the club to create the right package

Get in touch

Email: sales@lowestofttownfc.co.uk

Phone: 07780 708848



Ready to back Lowestoft Town?

Lowestoft Town FC is built on more than history. It is built on the people, businesses, supporters and volunteers who continue to stand behind the club and help it move forward.

Whether you want to increase your visibility, connect with the local community, reward your team, host clients or support the future of football in Lowestoft, **there is a partnership opportunity that can work for your business.**

We would love to speak with you about partnership opportunities for the 2026/27 season.

Warm regards,



Chairman

Lowestoft Town FC

Get in touch

Email: sales@lowestofttownfc.co.uk

Phone: 07780 708848

// **Your business.**

// **Your team.**

// Your chance to **move the club forward.**



